



**MONARCH**  
**BRANDS®**

A Hospeco Brands Group Company

# Institutional Textiles Guide





# Monarch Brands Textile Catalog

**This guide will help you identify, understand, and fulfill the textile needs of your customers.**

## Product Matrix

The matrix on the next page identifies the most popular markets to focus on. A star system identifies your best opportunities within each market.

## Rep Market Sheet

Monarch Brands provided an **internal-use only** sheet summarizing the types of businesses to call on. We identify:

- Whom to call
- An overview of which textiles best fit their needs
- Typical pain points they face
- Objections you may encounter

## Customer Facing Sales Sheets

Each market also has several printed copies of an **external sales sheet** promoting the benefits of Monarch Brands Textiles.

## Product FAQs

Each product category has an accompanying internal FAQ section to help you understand how to differentiate and sell textiles.

## SECTIONS

### 1. Product & Target Market Matrix

### 2. Industry Specific FAQs

- Franchise Hotels
- Independent Hotels
- Salons & Spas
- Fitness Clubs & Gyms
- Private & Golf Clubs
- Commercial Laundries

### 3. Selling Textiles FAQs

- Guest, Pool, & Gym Towels
- Salon Towels
- Sheets
- Napery & Aprons



# Featured Markets & Textiles

★★★★★  
Primary Focus

★★★★  
Core Items

★  
Also Buy

POOL TOWELS

GYM TOWELS

GUEST TOWELS

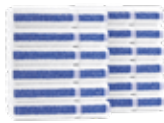
SALON & SPA  
TOWELS

SHEETS &  
PILLOWCASES

TABLECLOTHS  
& NAPKINS

KITCHEN  
TEXTILES

APRONS



Market	Pool Towels	Gym Towels	Guest Towels	Salon & Spa Towels	Sheets & Pillowcases	Tablecloths & Napkins	Kitchen Textiles	Aprons
Franchise Hotels	★★★★★★		★		★	★	★	★
Independent Hotels	★★★★		★★★★★★		★★★★★★	★	★	★
Spas & Salons			★	★★★★★★				★
Gyms & Fitness Clubs	★★★★	★★★★★★		★			★	★
Private & Golf Clubs	★★★★		★★★★★★	★		★	★	★
Vacation Rentals	★★★★		★★★★★★		★★★★★★		★	
Commercial Laundries	★	★	★		★	★★★★	★★★★★★	

# Franchise Hotels Overview

## Who buys hotel textiles?

**The Housekeeping Manager** oversees the daily operations of the housekeeping department, which includes managing the inventory of linens, towels, and other supplies.

**The Food & Beverage Manager** is responsible for purchasing napkins, aprons, tablecloths, and bar mops.

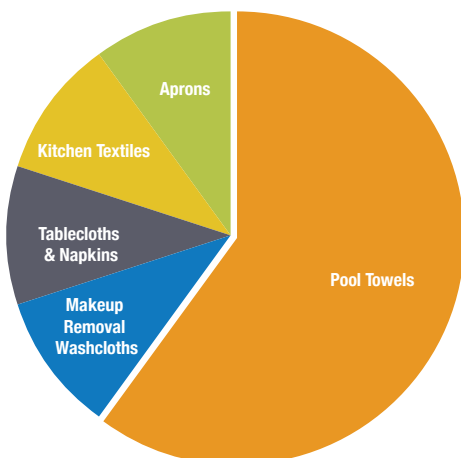
A dedicated **Procurement Manager** or **Purchasing Department** may be responsible for sourcing and purchasing all textiles in larger hotels.

It's important to note that the specific job titles and responsibilities may vary between different hotels and organizations.

## Common Textile Concerns in the Hospitality Industry

- **Quality and Durability:** Ensuring high-quality linens that withstand frequent use and laundering while providing a pleasant guest experience.
- **Cost and Budget:** Balancing quality with cost-effective procurement strategies. A more durable, but higher-priced, towel may be more cost effective than a lower priced towel that frays after a dozen washes.
- **Inventory Management:** Monitoring and maintaining appropriate stock levels of towels and sheets.
- **Theft and Loss Prevention:** Implementing measures to prevent the unauthorized taking of linens, or budgeting to account for linen-loss.
- **Hygiene and Cleanliness:** Ensuring proper cleaning and sanitization of towels and sheets.
- **Supplier Evaluation:** Regular assessment of suppliers' performance and reliability. We win when current suppliers fail.
- **Continuous Improvement:** Implementing measures to enhance efficiency and guest satisfaction.

## Textile Assortment By Opportunity



## Primary Textile Opportunities

**Pool Towels** Your best opportunity if the hotel has a pool. The quality of towels purchased depends on the hotel rating and theft tendencies. Gated pools with attendants typically have better-quality towels.



California Cabana



Las Rayas



Cali Cabana

## Secondary Textile Opportunities

### Guest & Makeup Towels

Franchise hotels have spec'd-in towels and sheets purchased through a master distributor. The best guest room opportunity you have is makeup removal towels. These towels are designed to stop guests ruining white towels with oily black makeup, and are considered an add-on.



Makeup Removal Washcloth

### Tablecloths & Napkins

If the chain features a fine-dining restaurant or catering facilities, our spun poly napkins and tablecloths cover most dining room decor.



Table Linen



Bistro Napkins



Solid Napkins

### Kitchen Towels

If the hotel uses woven kitchen towels Our bar mops are essential for front of house clean-up and kitchen food prep. We also carry extended-stay guest kitchen towels for guest suites.



QwickWick



Route Ready Bulk



Extended Stay

### Aprons

If the hotel has a restaurant, spun poly and twill aprons may be used. We carry aprons for use in every restaurant, coffee counter, snack bar, and foodservice area.



Bistro & Half Bistro



Bib



Waist

# Overcoming Franchise Hotelier Objections

## How to overcome hotelier objections

There are two primary reasons a hotel will not purchase from a new supplier when approaching chain hotels, and several secondary objections that may be more-easily overcome.

### Primary Objections



#### Laundry Service

If the hotel contracts with a commercial laundry, there may be very little you can do to influence a sale. Laundries may supply hotels with all guest towels, napery, foodservice and microfiber cleaning textiles. However, the hotel may not use the laundry for all textiles. For instance they may supply walk-off mats and kitchen textiles.

- Opportunity: Find out the extent of the laundry service and offer samples to fill the holes. We also recommend reviewing the commercial laundry industry page for tips on servicing laundries.



#### Franchise Purchasing Mandates

Chain hotels must buy guest room towels and sheets from an approved supplier. The towels have been “spec’d-in,” meaning they will have negotiated with a master distributor to import specific towels from specific mills.

- Opportunity: Hotels still have the opportunity to purchase discretionary textiles. Focus on selling makeup removal, pool & gym, and kitchen towels.

### Secondary Objections



#### Price

Hoteliers may raise concerns about the cost of the linens and whether it aligns with their budget or perceived value. Is theft or the destruction of towels due to sun damage etc, an issue?

- Opportunity: The pricing for case-pack towels should win any pricing discussion.



#### Quality

Hoteliers may question the quality and durability of the linens, expressing doubts about their ability to withstand the demands of a hotel environment.

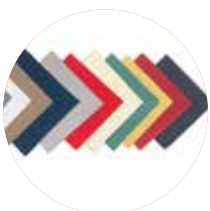
- Opportunity: Monarch Brands supplies test results for all essential metrics. Download technical data sheets from the product pages of [monarchbrands.com](http://monarchbrands.com). Print out a technical data sheet and include as an example.



#### Supplier Reliability

Hoteliers might be hesitant to switch or engage with a new supplier, raising concerns about delivery schedules, product availability, or potential disruptions to their operations.

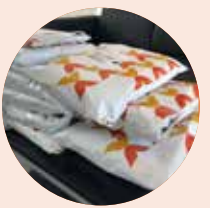
- Opportunity: Communicate that Monarch Brands has serviced the hospitality industry for decades. We develop textiles to meet hotel specifications.



#### Compatibility

Hoteliers might question the compatibility of restaurant linens with their existing decor, branding, or overall aesthetic preferences.

- Opportunity: Monarch Brands carries over two dozen styles of napkins with matching tablecloths and aprons. Provide the hotelier with our restaurant swatch card. Make sure everyone has one.



#### Performance Testing

Hoteliers may request samples or performance testing to ensure that the linens meet their specific requirements, such as softness, absorbency, or colorfastness.

- Opportunity: Ask for/buy a textile sample. Monarch Brands will match it to our lines and send samples and technical data to mitigate concerns.

# Independent Hotels Overview

## Who buys hotel textiles?

**The Housekeeping Manager** oversees the daily operations of the housekeeping department, which includes managing the inventory of linens, towels, and other supplies.

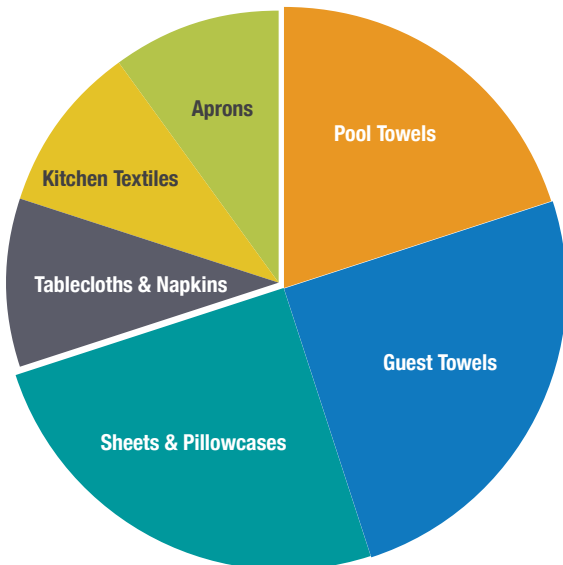
**The Food & Beverage Manager** is responsible for purchasing napkins, aprons, tablecloths, and bar mops.

It's important to note that the specific job titles and responsibilities may vary between different hotels and organizations.

## Common Textile Concerns in the Hospitality Industry

- **Quality and Durability:** Ensuring high-quality linens that withstand frequent use and laundering while providing a pleasant guest experience.
- **Cost and Budget:** Balancing quality with cost-effective procurement strategies. A more durable, but higher-priced, towel may be more cost effective than a lower priced towel that frays after a dozen washes.
- **Inventory Management:** Monitoring and maintaining appropriate stock levels of towels and sheets.
- **Theft and Loss Prevention:** Implementing measures to prevent the unauthorized taking of linens, or budgeting to account for linen-loss.
- **Hygiene and Cleanliness:** Ensuring proper cleaning and sanitization of towels and sheets.
- **Supplier Evaluation:** Regular assessment of suppliers' performance and reliability. We win when current suppliers fail.
- **Continuous Improvement:** Implementing measures to enhance efficiency and guest satisfaction.

## Textile Assortment By Opportunity



## Primary Textile Opportunities

### Guest & Makeup Towels

Our towels meet and exceed both national hotel chain's and independent hotel's expectations for softness and life-cycle.



Magellan



Admiral



Makeup Removal

### Sheets & Pillowcases

Made for the hotel industry with color coded hems & care labels, and an institutional construction. Color-code: Twin: Black, Full: Red, Queen: Blue, King: Green



T200 Cotton/Poly



T180 Cotton/Poly



Microfiber

### Pool Towels

Pool towels are designed to withstand harsher chemicals and sun damage by featuring yarn-dyed cotton. Our established pool lines are a favorite of hotels, clubs and consumers.



California Cabana



Las Rayas



Cali Cabana

## Secondary Textile Opportunities

### Tablecloths & Napkins

If the hotel features a fine-dining restaurant or catering facilities, our spun poly napkins and tablecloths cover most dining room decor.



Table Linen



Bistro Napkins



Solid Napkins

### Kitchen Towels

If the hotel uses woven kitchen towels Our bar mops are essential for front of house clean-up and kitchen food prep. We also carry extended-stay guest kitchen towels for guest suites.



QuickWick



Route Ready Bulk



Extended Stay

### Aprons

If the hotel has a restaurant, spun poly and twill aprons may be used. We carry aprons for use in every restaurant, coffee counter, snack bar, and foodservice area.



Bistro & Half Bistro



Bib



Waist

# Overcoming Independent Hotelier Objections

## How to overcome hotelier objections

There are two primary reasons a hotel will not purchase from a new supplier when approaching chain hotels, and several secondary objections that may be more-easily overcome.

### Primary Objections



#### Laundry Service

If the hotel contracts with a commercial laundry, there may be very little you can do to influence a sale. Laundries may supply hotels with all guest towels, napery, foodservice and microfiber cleaning textiles. However, the hotel may not use the laundry for all textiles. For instance they may supply walk-off mats and kitchen textiles.

- Opportunity: Find out the extent of the laundry service and offer samples to fill the holes. We also recommend reviewing the commercial laundry industry page for tips on servicing laundries.

### Secondary Objections



#### Price

Hoteliers may raise concerns about the cost of the linens and whether it aligns with their budget or perceived value. Is theft or the destruction of towels due to sun damage etc, an issue?

- Opportunity: The pricing for case-pack towels should win any pricing discussion.



#### Quality

Hoteliers may question the quality and durability of the linens, expressing doubts about their ability to withstand the demands of a hotel environment.

- Opportunity: Monarch Brands supplies test results for all essential metrics. Download technical data sheets from the product pages of [monarchbrands.com](http://monarchbrands.com).



#### Supplier Reliability

Hoteliers might be hesitant to switch or engage with a new supplier, raising concerns about delivery schedules, product availability, or potential disruptions to their operations.

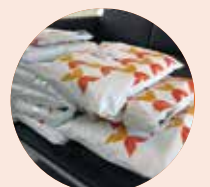
- Opportunity: Communicate that Monarch Brands has serviced the hospitality industry for decades. We develop textiles to meet hotel specifications.



#### Compatibility

Hoteliers might question the compatibility of restaurant linens with their existing décor, branding, or overall aesthetic preferences. Their guest towels will have matching borders.

- Towel Opportunity: Monarch Brands carries a universal cam border towel that matches most towel border requirements.
- Napery Opportunity: Monarch Brands carries over two dozen styles of napkins with matching tablecloths and aprons. Provide the hotelier with our restaurant swatch card.



#### Performance Testing

Hoteliers may request samples or performance testing to ensure that the linens meet their specific requirements, such as softness, absorbency, or colorfastness.

- Opportunity: Ask for/buy a textile sample. Monarch Brands will match it to our lines and send samples and technical data to mitigate concerns.

# Salon & Spa Overview

## Who purchases textiles for salons and day spas?

In smaller independent salons and spas, **the owner or manager** often takes on the task of buying textiles.

In larger hair salons or salon chains, designated staff members may be responsible for inventory management or procurement. This could include a **salon manager, spa director, operations or facilities manager, inventory manager**, or a dedicated purchasing department.

When setting up a new salon or spa, **an interior designer or spa consultant** may be involved in selecting and sourcing the appropriate textiles.

## Common Textile Concerns in the Beauty Industry

- **Professional Appearance:** Salons and spas strive to create a professional and inviting atmosphere. Aprons and towels contribute to the overall aesthetic and branding of the business.
- **Comfort and Client Satisfaction:** Salons and spas seek soft, luxurious textiles to contribute to overall client satisfaction. Comfortable towels and linens can enhance the customer's experience and create a positive impression of the salon or spa.
- **Quality and Durability:** Both salon and spa owners prioritize products that can withstand frequent use, repeated washing, and exposure to salon or spa products without losing their appearance or functionality.
- **Hygiene and Cleanliness:** Maintaining a clean and hygienic environment is crucial for salons and spas.
- **Cost-Effectiveness:** While quality is essential, owners aim to find textiles that balance quality and price. They seek suppliers or options that provide competitive pricing without compromising the desired quality or appearance.
- **Consistency and Supply Availability:** Salon and spa owners seek reliable suppliers who can meet their ongoing needs and provide consistent product availability to avoid disruptions in their operations.

## Primary Textile Opportunities

### Bleach Resistant Salon Towels

Monarch Brands supplies three proven lines of salon towels to beauty supply companies. Our newest collection features a luxurious plush coral fleece salon towel with unsurpassed softness and durability.



Coral Fleece



Microfiber Terry



Cotton Terry

## Secondary Textile Opportunities

### Aprons

Commonly used in hair salons, our spun poly bib and waist aprons help to keep hair clippings and chemicals off hair stylist clothing.



Bib



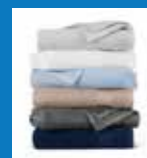
Waist

## Tertiary Textile Opportunities

### Guest Towels

Day spas offer pools, wraps, and other treatments that will require the guest to shower before leaving.

Day spas within hotels may be mandated to use the spec'd-in guest towels. Independent spas will be free to purchase our guest towel collections.



Host & Home

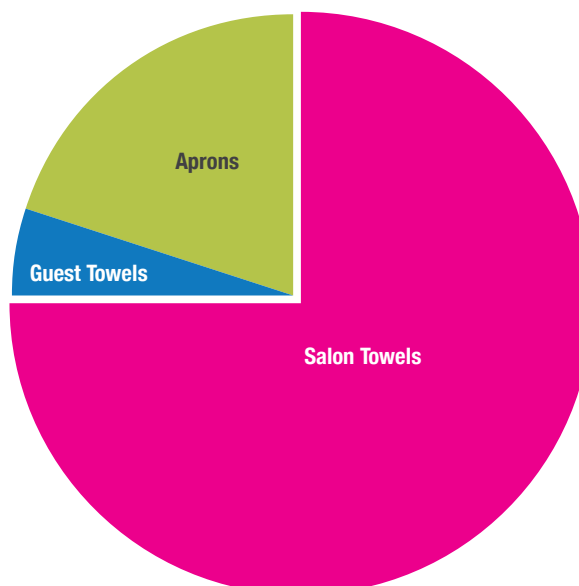


Magellan



Admiral

## Textile Assortment By Opportunity





# Overcoming Salon & Spa Objections

## Primary Objection



### Laundries

Some commercial laundries specialize in salon towel and uniform services. If the spa contracts with a commercial laundry, you may be limited to supplying secondary textiles.

Opportunity: Most salons will launder their own salon towels. For spas, inquire which laundry services the salon or spa. Review the commercial laundry industry page for tips on servicing laundries.

## Secondary Objections



### Price

One of the most common objections is price. Salon and spa owners may express concerns about the cost of the textiles.

- Opportunity: Highlight long-term cost savings that bleach-resistant salon towels offer. Emphasize the caché of the professional appearance that pristine stainless-towels provide. Provide bulk discounts for multiple cases.



### Existing Supplier Relationships

Salon and spa owners may already have established relationships with suppliers. If the spa resides within a hotel, they may be mandated to use the hotel spec'd-in towels.

- Salon Opportunity: Focus on the unique selling points of our textiles, such as the superior quality and softness of our coral fleece bleach-resistant towel. Provide samples for testing.
- Spa Opportunity: If spas within hotels have spec'd towel programs, look to implement programs such as salon towels.



### Brand Familiarity

Spas and salons may prefer to work with well-known or established brands (e.g. FROMM PRO). As a lesser-known brand, building credibility and trust is essential.

- Opportunity: Highlight that national beauty supply chains (e.g. Boss Beauty Supply) that carry our products—benefit from all the quality without the overhead of big-brand licenses.



### Customization Needs

Some salon and spa owners may require customized textiles to match their branding or specific design preferences.

- Opportunity: While we do not offer custom embroidery, our salon, and guest towels come in established salon towel colors. When minimums are met, we will provide complementary private labeling and custom colors.



### Sustainability Concerns

Recently, there has been an increased focus on sustainability and Eco-friendliness. Salon and spa owners may object to textiles not aligned with their environmentally conscious values.

- Spa Opportunity: Our Magellan collection is OEKO-TEX Standard 100 certified (i.e., made in a chemical-free facility, which means no chemical run-off into water sources). Ask Monarch Brands about the Aston & Arden luxury 50% recycled cotton towel collection for elite luxury spas.
- Salon Opportunity: Bleach-resistant microfiber salon towels replace many lesser-quality towels. They hold up to over 500 washes and will not fade or stain.

# Gyms & Fitness Clubs Overview

## Who buys gym and fitness club textiles?

Employees purchasing textiles for gyms and fitness clubs can vary depending on the organization's size and structure.

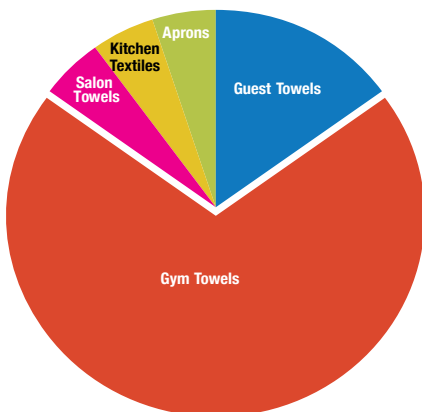
The **Owner, General Manager, or Operations Manager** often oversees all purchasing decisions in smaller gyms or fitness clubs. A dedicated **Procurement, Purchasing, or Inventory Manager** may be responsible for sourcing and acquiring textiles in larger gyms or fitness club chains.

The primary opportunity for selling into the gym and fitness club market will be the gym and pool towels. Bigger fitness clubs may have salons and restaurants, but most gyms do not.

## Primary Concerns for Gyms when Purchasing Gym towels

- **Quality and Durability:** Gyms prioritize towels that can withstand frequent use and washing without losing their absorbency or shape.
- **Absorbency and Quick-Drying:** Towels should efficiently absorb sweat and moisture from the body while quick-drying to prevent dampness and bacteria growth.
- **Linen-loss due to theft and abuse of towels:** Gym towels get beat up and walk out the front door. Gym owners must balance guest experience with economic towels to maintain their linen budget.
- **Hygiene and Easy Maintenance:** Gyms look for machine-washable towels that are resistant to odors, bacteria, and mildew to ensure cleanliness and ease of care.
- **Branding and Appearance:** Towels offer branding opportunities, so owners may choose customizable options with the gym's logo or colors to enhance brand visibility.
- **Member Satisfaction:** Considering member feedback and preferences regarding towel size, texture, and overall user experience is vital to ensure member satisfaction and loyalty.

## Textile Assortment By Opportunity



## Primary Textile Opportunities

### Gym Towels

Gym towels are your primary target for gyms and fitness clubs. We developed Power Towels specifically for the gym and fitness club market.



Power Gym



Blue Stripe Admiral

## Secondary Textile Opportunities

### Guest Towels

The gym may also offer traditional bath collections e.g., 24" x 50" 10.5lb white bath towels, for locker rooms and spa facilities. If the club has a pool, you may consider our cabana collections.



Magellan



Admiral

## Tertiary Textile Opportunities

### Salon Towels

If you approach a lifestyle fitness club, you may find they have an on-site hair salon. We have three core lines for all salons (see the salon industry page for more information)



Coral Fleece



Microfiber Terry



Cotton Terry

### Kitchen Textiles

Many high-quality gyms and fitness clubs have cafes, and may offer sit-down dining options. We have included bistro napkins as a part of this assortment, however most cafes will use non-woven or paper napkins.



QuickWick



Bistro Napkins

### Aprons

If the fitness club has a salon or cafe, they may purchase aprons to protect staff from hair and foodstuffs.



Bistro/Half Bistro



Bib



Waist

# Overcoming Gym Objections.

## Primary Objection



### Laundry Service

If the gym contracts with a commercial laundry for their towel service you may be limited to supplying secondary textiles.

Opportunity: Find out what textiles are laundered commercially, and where. Review our commercial laundry industry page for more information regarding their pain points and objections. An in-house hair salon or cafe may be run independently, check on their needs.

## Secondary Objections



### Budgets & Price

Gym owners will express concerns about the price of their towels compared their current supplier.

- Opportunity: Monarch towels are competitively priced and readily available.



### Supplier Reliability

Hoteliers might be hesitant to switch or engage with a new supplier, raising concerns about delivery schedules, product availability, or potential disruptions to their operations.

- Opportunity: Monarch Brands has serviced the hospitality industry for decades.



### Towel Quality

Monarch Brands has serviced the fitness industry for decades. We develop textiles to meet hotel specifications.

- Opportunity: Monarch Brands supplies test results for all essential metrics. Download technical data sheets from the product pages of [monarchbrands.com](http://monarchbrands.com).



### Customization and Branding

Gyms may express a desire for towels with their logo or specific colors to match their brand colors and equipment.

- Opportunity: Monarch Brands provides complementary private labeling and branding when 400 dozen minimum order quantities are met. Gyms will have to arrange storage for all inventory.



### Product Differentiation

If gyms perceive towels as a commodity item, they may question what sets your towels apart from others in the market.

- Opportunity: The power towel collection was developed specifically with gyms in mind. Smaller towel sizes are designed for single-use gym applications. Color stripes differentiate the towels.



### Compatibility with Gym Environment

Address concerns about towel suitability for specific gym environments, such as pools or high-intensity workout areas.

- Opportunity: Smaller towel sizes reduce the possibility of getting caught in gym equipment. Our yarn-dyed pool towels were designed for harsh chemical environments.

# Private & Golf Clubs Overview

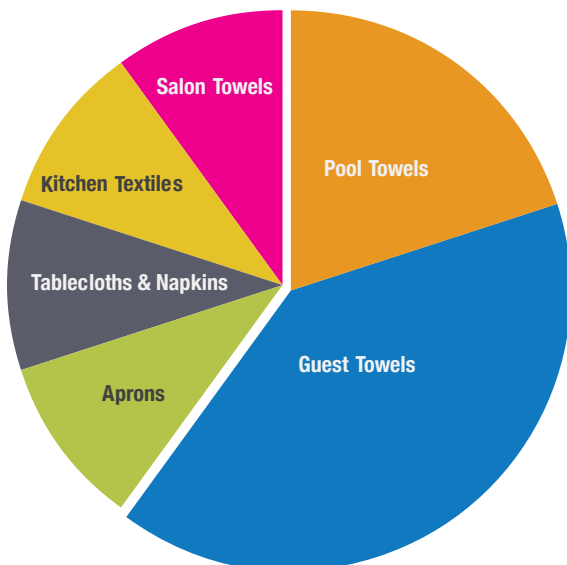
## Who buys club textiles?

The responsibility for purchasing textiles for private clubs and golf clubs typically falls under the purview of club management or the purchasing department. In smaller clubs, the responsibility might rest with a **Club Manager** or an **administrative staff member**. In larger clubs or those with more extensive operations, there might be a dedicated **Purchasing Department**. Additionally, some clubs may work with external suppliers or vendors specializing in club-specific textiles.

## Primary Concerns for Gyms when Purchasing Gym towels

- **Quality and Durability:** Clubs want textiles that are well-made, can withstand frequent use, and laundering without significant wear.
- **Appearance and Aesthetics:** Private clubs often aim to create an upscale and appealing atmosphere for their members and guests.
- **Ease of Maintenance:** Clubs prefer textiles that are easy to maintain. This includes stain resistance, colorfastness, and the ability to withstand regular laundering.
- **Cost-Effectiveness:** While quality is important, private clubs also consider the cost of textiles. They seek a balance between quality and price.
- **Branding and Customization:** Some clubs may desire textiles that can be customized with their logo or branding elements.

## Textile Assortment By Opportunity



## Primary Textile Opportunities

### Locker Room Guest Towels

The majority of private clubs will have shower facilities with complimentary towel service. We carry club (color) towels and white towels in dobby and cam borders.



True Color



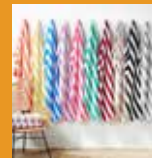
Magellan



Admiral

### Pool Towels

Pool towels are designed to withstand harsher chemicals and sun damage by featuring yarn-dyed cotton. Our established pool lines are a favorite of hotels, clubs and consumers.



California Cabana



Las Rayas



Cali Cabana

## Secondary Textile Opportunities

### Salon Towels

You may find the club has an on-site hair salon. We have three core lines for all salons (see the salon industry page for more information).



Coral Fleece



Microfiber Terry



Cotton Terry

### Tablecloths & Napkins

If the club features a fine-dining restaurant or catering facilities, our spun poly napkins and tablecloths cover most dining room decor.



Table Linen



Bistro Napkins



Solid Napkins

### Kitchen Towels

If the club uses woven kitchen towels Our bar mops are essential for front of house clean-up and kitchen food preCat.P. Available in bale or carton packing



QuickWick



Route Ready Bulk

### Aprons

If the club has a restaurant, spun poly and twill aprons may be used. We carry aprons for use in every restaurant, coffee counter, snack bar, and foodservice area.



Bistro & Half Bistro



Bib



Waist

# Overcoming Club Objections

## Primary Objections



### Laundry Service

If the club contracts with a commercial laundry, there may be very little you can do to influence a sale. Laundries may supply clubs with all guest towels, napery, foodservice and microfiber cleaning textiles. However, the club may not use the laundry for all textiles. For instance they may supply walk-off mats and kitchen textiles.

- Opportunity: Find out the extent of the laundry service and offer samples to fill the “holes”. We also recommend reviewing the commercial laundry industry page for tips on servicing laundries.

## Secondary Objections



### Quality and Durability

Clubs may question the quality and durability of the linens, expressing doubts about their ability to withstand the demands of a club environment.

- Opportunity: Download technical data sheets from the product pages of monarchbrands.com. Offer samples for the club to test independently and reference other clubs that have successfully implemented towel programs.



### Price

One of the most common objections is related to the price of the textiles. Clubs may have budget constraints or compare their prices to other suppliers.

- Opportunity: The pricing for case-pack towels should win any pricing discussion.



### Supplier Reliability

Club owners might be hesitant to switch or engage with a new supplier, raising concerns about delivery schedules, product availability, or potential disruptions to their operations.

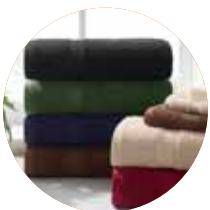
- Opportunity: Monarch Brands has serviced the hospitality industry for decades. We develop textiles to meet club specifications.



### Customization and Branding

Clubs often prefer textiles that can be customized with their logo or branding.

- Opportunity: Monarch Brands provides complementary private labeling and branding when 400 dozen minimum order quantity is met. Clubs will have to arrange storage for all inventory.



### Appearance and Aesthetics

Private clubs often aim to create an upscale and appealing atmosphere for their members and guests. Therefore, they consider the visual appeal of their towel programs.

- Opportunity: Monarch Brands develop textiles' look, feel, and quality with online reviews in mind. In other words, they must stand up to the scrutiny of anonymous consumers with itchy keyboard fingers. We craft beautiful towels that rate highly from thousands of online purchasers.



### Ease of Maintenance

Clubs prefer textiles that are easy to clean and maintain. This includes stain resistance, colorfastness, and the ability to withstand regular laundering.

- Opportunity: Emphasize how Monarch Brands towels are built to withstand the pressures of commercial laundering. We have technical data sheets that provide performance metrics.

# Short Term Vacation Rentals (STVR) Overview

## Who purchases textiles for vacation rentals?

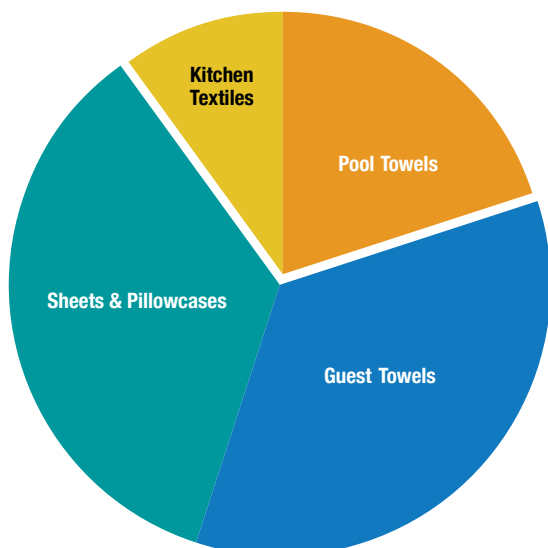
The individuals responsible for purchasing textiles for short-term vacation rental properties (STVR) will depend on the organizational structure and scale of the business but include:

Property management companies, some REITs, and realtors in vacation markets focus on STVR and employ a dedicated **Procurement Department**. Harder to identify, individual **self managing property owners** will likely be the ones to purchase textiles. Commercial Laundries also service STVRs.

## Concerns of the STVR owner

- **Quality and Durability:** High turnover rates mean linens must withstand heavy use and frequent washes, requiring durable, high-quality materials.
- **Cost Efficiency:** Balancing the need for quality and the financial impact of regularly replacing linens across multiple properties is challenging.
- **Aesthetic Consistency:** Maintaining a uniform look across different properties for brand recognition while appealing to guests is essential.
- **Sizing and Inventory Management:** Properties may have various bed sizes requiring different linen sizes, making inventory management complex.
- **Supplier Reliability:** Finding consistent, dependable suppliers who can cater to specific needs on time is critical.
- **Guest Expectations:** Guests often expect hotel-like quality and cleanliness of linens; balancing these expectations with cost and practicality is a unique challenge.

## Textile Assortment By Opportunity

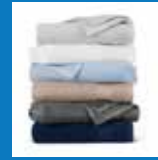


## Primary Textile Opportunities

### Guest Towels

STVR guests expect the best of both worlds: hotel-quality efficiency and cleanliness with high-quality home textiles.

We developed the Host & Home bath collection for precisely this use case. Makeup removal towels dissuade the use of bath towels for cleansing oily makeup.



Host & Home



True Color



Magellan



Makeup Towels

### Guest Sheets

With twin bunks, full, queen, and king beds STVRs offer more bed options than every other hospitality business. Solve all your sheet needs with our commercial sheet collections.



T200 Cotton/Poly



T180 Cotton/Poly



Microfiber

## Secondary Textile Opportunities

### Pool Towels

In-season essentials for the beaches, pools, and hot tubs. The presence of quick-drying durable cabana towels deters the use of bath towels outside.



California Cabana



Las Rayas



Cali Cabana

## Tertiary Textile Opportunities

### Kitchen Towels

STVR firms concerned with disposing of paper products in the rental may offer kitchen towel ensembles to encourage sustainable textile use while reducing trash and mitigating the possibility of improper paper product disposal.



Extended Stay



QwickWick

# Overcoming Vacation Rentals Objections

## Primary Objections



### Multiple Property Management - Commercial Laundries

Larger STVR management firms may outsource their linen management to commercial laundries (e.g., AlSCO).

- Opportunity: Find out what the laundries provide, and offer to complete the assortment.



### Single Property Management - Laundromats

Local laundromats in vacation hotspots (e.g., the shore) have recognized the STVR boom and may offer more personalized linen rental services (e.g., Jersey Shore Laundry)

- Opportunity: As smaller, more agile businesses, laundromats could be approachable to purchasing bulk linens from independent reps.



### Guest Management - Online Rental Companies

If STVRs do not include linens, or guests prefer to hire their own linens, there are companies (e.g., South Jersey Linens) dedicated to renting everything from bath towels to cribs.

- Opportunity: Independent holistic vacation supply rental companies would benefit from a comprehensive textile offering.

## Secondary Objections



### Quality and Durability

STVR towels and sheets have to last a week in vacation situations. The textiles must withstand heavy use and frequent washing, so superior durability and quality are paramount.

- Opportunity: With towel programs made with high-quality ring spun cotton and poly/cotton hotel sheets; Monarch Brands designs programs to withstand commercial laundering.



### Aesthetic Consistency

Managers often seek to maintain a uniform pleasing aesthetic across their properties, so they need suppliers who can consistently deliver the same style and quality over time.

- Opportunity: We stagger production runs to ensure a continuous flow of hospitality textiles to the customer.



### Sizing and Inventory Management

Properties may have various bed sizes requiring different linen sizes, making inventory management complex.

- Opportunity: Our commercial bedding programs feature every flat and fitted sheet size, color-coded for easy recognition.

# Commerical Laundries Overview

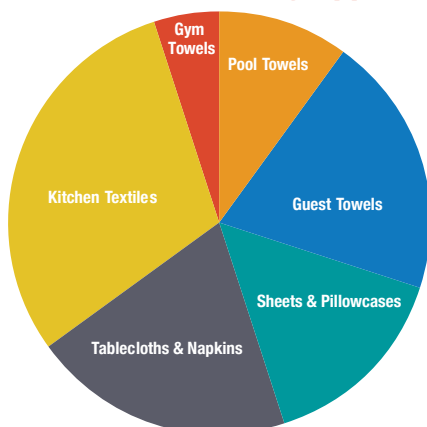
## Who buys commercial laundry textiles?

In commercial laundries, the purchasing department, led by a **Purchasing Manager**, is responsible for acquiring textiles. Buyers handle day-to-day procurement activities, while a **Procurement Specialist** may focus on sourcing suppliers and managing contracts. In larger laundries, a **Supply Chain Manager** oversees the entire supply chain, including procurement. The **General Manager or owner** may directly handle purchasing responsibilities in smaller establishments. These roles ensure the efficient and cost-effective acquisition of textiles to meet the laundry's operational needs.

## Common Concerns of Laundries include

- **Availability and Timely Delivery:** Laundries require a reliable next-day supply of textiles to meet the demands of their clients.
- **Product Loss/Return:** Rental textiles collect in massive laundry bags, often ruined by rain as they're left outside due to customers' lack of storage.
- **Quality and Durability:** Laundries need high-quality and durable textiles to withstand frequent washing and usage.
- **Resistance to Shrinkage and Color Fading:** Laundries aim to maintain the quality and appearance of textiles after repeated laundering.
- **Laundry Bottlenecks:** With a fixed capacity, laundries face choke points in the wash cycle when demand is high. Overtime for a 3rd shift is costly.
- **Cost-Effectiveness:** Laundries are conscious of cost and aim to strike a balance between quality and price.
- **One-stop Shop:** Laundries prefer to buy from one source for all bar mops, aprons, napkins and guest linen.
- **Color Variants:** Laundries must purchase napkins that match their current inventory. Not an issue with white or black, but there are many shades of beige.

## Textile Assortment By Opportunity



## Primary Textile Opportunities

### Bar Mops

A low margin, bulk item, Laundries cycle through hundreds of thousands of bar mops annually. Used throughout foodservice, their lifecycle is 4-6 washes as they suffer a high loss rate. Our route-ready bar mops do not need laundering prior to use.



Route Ready



Qwick Wick

### Napkins & Table Linens

Bistro napkins have surged in popularity as restaurants favor low-maintenance wood tables. Table linen remains popular for catering and high-end dining options.



Bistro Napkins



Solid Napkins



Table Linen

## Secondary Textile Opportunities

### Pool Towels

Pool towels are designed to withstand harsher chemicals and sun damage by featuring yarn-dyed cotton. Our established pool lines are a favorite of hotels, clubs and consumers.



California Cabana



Las Rayas



Cali Cabana

### Guest Towels

For independent hotels, day spas, and larger short-term vacation rental management groups, we offer bale-packed and guest-ready options that may go straight on the rental truck.



Crescent Bales



Magellan Carton



Admiral Carton

### Sheets & Pillowcases

Our cotton/poly (55%/45%) blend for our T180 and T200 sheets were developed specifically with the harsh environment of laundries in mind.



T180 Cotton/Poly



T200 Cotton/Poly

## Tertiary Textile Opportunities

### Gym Towels

Some laundries specialize in servicing gyms. Power Towels specifically for the gym and fitness club market. The 12/S open-end yarn is superior to competitive towels - extending the towel's life cycle.



Power Gym



# Overcoming Commercial Laundries Objections

## Primary Objections



### Existing Supplier Relationships

Commercial laundries have established relationships with suppliers. They trust their suppliers to deliver consistent products on time.

- Opportunity: Let them know that Monarch Brands supplies major laundries with all their textile needs. Buyers may call if their current supplier is out of stock of a standard SKU (e.g., black napkins, or blue-stripe bar mops).



### Next Day Delivery

Laundries operate on a just-in-time inventory standard. Occasionally, returning textiles are ruined (e.g., bar mops left outside in the rain for days before pick up). Laundries require next-day delivery to replace ruined stock.

- Opportunity: A local Monarch distributor can meet this requirement.



### Color, Size, & Weight Consistency

Laundries need specific colors of napkins that match their current stock. They require towels to be spec'd-in size, weight, and border style.

- Opportunity: Monarch Brands developed a shade card featuring swatches of all solid and bistro napkins. Samples of towels with industry-standard sizes, weights, and colors will be made available.

## Secondary Objections



### Price

Laundries will not change their vendor to save 5%. The risk of upsetting the status quo is too significant. Margins are tight (especially on bar mops).

- Opportunity: Unless the laundry is undertaking a product line review, your best bet is to be top-of-mind if a vendor cannot fulfill their textile requirements. Contract pricing for large opportunities is available.



### Quality & Durability

Laundries may question the quality and durability of the linens, expressing doubts about their ability to withstand the demands of a commercial environment.

- Opportunity: Monarch Brands supplies test results for all essential metrics. Download technical data sheets from the product pages of [monarchbrands.com](http://monarchbrands.com).



### Bulk Ordering

Laundries minimum orders are large (e.g., 200/dozen black napkins, with four boxes of bib aprons and five bales of bar mops). One of the challenges reps face is knowing what we have in stock.

- Opportunity: Monarch Brands inventories thousands of napkins and bar mops. Monarch live inventory is available online at [Monarchbrands.com](http://Monarchbrands.com) to know what is always in stock\*. Should reps land a laundry in locations closer to KX or NV, arrangements will be made to stock locally.

# FAQ: Terry Towels for Guests, Pools, and Gyms

## Q: How are towels typically sold?

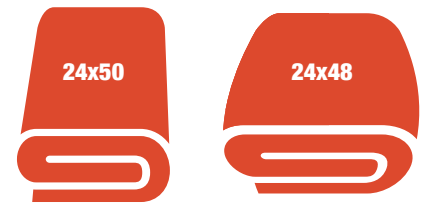
The categories of towels bought by hotels, motels, Bed & Breakfasts, Airbnbs, etc. are listed below. Each category consists of a small range of sizes.

- Washcloths: 11" x 11" up to 13" x 13"
- Hand towels: 16" x 27" up to 18" x 32" (In Europe, the largest size is 20" x 40")
- Bath towels: 24" x 48" up to 30" x 58"
- Bath Sheets: 30" x 60" to 35" x 70"
- Beach Towels: 30" x 60" - 35" x 70"
- Gym & Pool Towels (tend to be smaller): 22" x 44" - 24" x 48"

The selling UOM for towels is the weight per dozen. For example, you will hear that a customer purchases a "14lb towel" The weight in pounds refers to the weight per dozen towels, not the weight per towel. Although the selling UOM is dozen, the case pack will contain multiples. Commonly three dozen bath towels, ten dozen hand towels, and 25 dozen washcloths.

## Q: What do I need to know about towel size and weight?

Pay close attention to the size in relation to the weight. A 24x48 10.5lb towel will have a plusher feel than a 24x50 10.5 lb towel. This is because both towels use the same amount of cotton. The smaller towel uses extra cotton to increase the density or length of the pile. Longer loops generally result in a thicker and more plush towel, while shorter loops create a smoother texture. Thus, a smaller-sized towel will feel more absorbent and soft.



## Q: What Is GSM and how does it relate to the size and weight of towels?

GSM (Grams per square meter) is an industry term to describe the plushness or thickness of a towel. GSM is fast becoming used in e-commerce it can be verified once bought. Consumers do not have the ability to touch a towel online, so knowing how thick the towel is the next best thing. Practically, the strength of the towel is directly proportional to the GSM. To put it in perspective, a 350 GSM towel is a product you'd find in a federal institution. You will find a 500 GSM towel at a motel, extended stay suite, or basic tiered hotel. A product that is "plush" typically would have a GSM of 650 or higher (think Spa, Four Seasons etc.). Calculating GSM is challenging, so we have developed a GSM Calculator. You may calculate the GSM knowing the size and weight of a towel, or weight, knowing the size and GSM.

## Q: What are the standard constructions for institutional towels?

**Cotton/Poly Blend** – The preferred choice for chain hotels, This construction features a polyester ground and cotton pile. The polyester ground provides more strength than cotton, while cotton is used in a pile for a better look and feel. This towel will not see a significant loss of softness and will stand up to around 30 more washes than 100% cotton towels. Another benefit is that blended towels dry more quickly.

**100% Cotton** – Softer, more absorbent, but less durable, 100% cotton towels have a perceived guest cache over blended towels. 100% cotton is the first choice for higher-quality towels. Colored towels are usually 100% cotton (or 100% bamboo, Tencel, etc.), as all fibers absorb color dye differently. Using the same color dye for a blended towel may make a difference in the pile and hem (ground).

**Ground** – The flat structure of the towel made by weaving the weft (horizontal) and warp (vertical) threads together.

**Pile** – is the looped terry that anchors into the ground and softens the towel.

Example: Our institutional towels – the ground is polyester (to provide more strength over time) while the pile is cotton to provide softness.

**Hem** – The stitch that finishes the towel edges. We advertise that our towels have double-stitched hems (i.e. two lines of hem stitching) to help them hold up to the rigors of commercial laundering.

## Q: Does towel construction matter in towels?

It is important to truly educate customers about the benefits of different cotton options as the choice affects many aspects of the towel — softness, durability, wear, cost, and ultimately quality.



### For poly/cotton blend towels (Admiral Collection)

- Explain how this construction is an industry standard.
- The poly ground provides durability.
- The cotton pile provides the soft feel of the towel.
- Cotton/poly blend towels are easy care – they dry faster and are wrinkle resistant.
- Poly/cotton blends hold up to institutional wear and tear and heavy laundering.



### For 100% cotton towels (Magellan Collection)

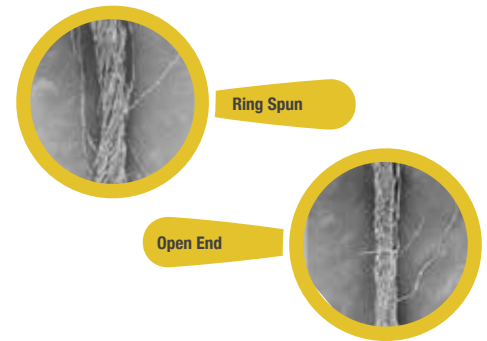
- Highlight the softness, absorbency, and breathability of 100% cotton towels.
- Emphasize the superior quality and durability of long-staple cotton towels.
- Mention that 100% cotton is the first choice for higher quality and color towels as cotton poly blends do not accept dye well.

# FAQ: Terry Towels for Guests, Pools, and Gyms

## Q: What is the standard yarn used for institutional towels?

Almost all institutional towels use cotton yarn. The quality of the cotton dictates the softness and absorbency properties. Our institutional lines use two types of cotton:

- **Ring Spun Yarn** – Most of our towels use ring spun cotton. Higher quality cotton gets spun on spindles, giving the yarn high tensile strength. Yarn is twisted uniformly to the core, which gives the pile an even optically whiter, softer feel. Ring spun cotton is more expensive than open end cotton due to the additional processing steps.
- **Open End Yarn** – Common in lower-quality institutional towels, open end yarn has a harsher hand feel, lower strength, and uneven twist; but is economical and, therefore, mass-produced.

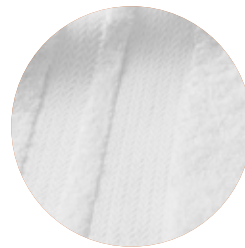


## What are towel borders, and how do they differ?

Contrary to instinct, towel borders are not located at the edges of towels. Rather, they refer to the decorative pattern/stripe located a few inches above the short edge of the towel. Cam and Dobby borders are two commonly used types of borders on institutional towels whose construction affects the final look and cost of the towel. The choice depends on the desired aesthetic and budget of the institution.



**Cam borders** have a simple, straight design and are cost-effective. One of the primary benefits of cam borders is their ubiquitous design. A hotel may swap towel vendors without worrying about a matching border.



**Dobby borders** feature unique designs (e.g. our Magellan double chevron border). These add a touch of elegance to the guest room at a price. The drawback of stocking a dobbie border towel is that not all suppliers carry the same borders. This limits restocking availability.

## Q: What factors should be considered when choosing a towel put-up?

We ship towels in cartons and bales. Each packing option have pros and cons.

- **Carton Packed (Ready-to-Use):** Boxed towels are pre-laundered and folded, saving time, labor costs, and machine costs associated with washing, drying, and folding towels. The savings amount to approximately \$0.40 per pound, plus the wear of an extra commercial wash cycle.
- **Bale Packed (Freight Efficiencies):** Larger quantities of towels compressed into bales by machines are more economical to handle and ship; however, they will need to be washed prior to use. OSHA requires any lift over 50 LBS to be a two-person lift. Most clubs and properties purchasing bales don't know that the 150 LB bale of hand towels they just purchased is a workmen's comp risk waiting to happen.

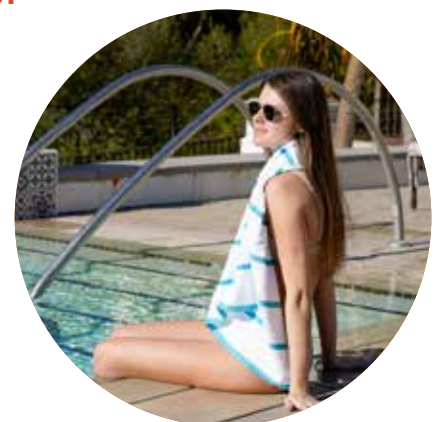


## Q: What are the unique challenges when purchasing pool and gym towels?

Your best opportunity for many hotels will be outfitting the pool with towels. However, pool and gym towels must endure much harsher lifecycles than their guest towel counterparts. Including

- **Chlorine and chemical exposure:** Pool chemicals can cause discoloration and damage.
- **Sun exposure:** Direct sunlight can fade and deteriorate pool towels.
- **Frequent laundering:** Pool towels require more frequent washing due to high demand.
- **Soil and stains:** Grass, dirt, and sunscreen can cause noticeable stains.
- **Specialized care:** Pool towels need specific care instructions to maintain quality and longevity.
- **Linen-loss via theft:** Whether intentional or not, pool towels tend to walk back to hotel rooms, or car trunks.

To counter the effects of damage, Monarch Brands cabana towels use high quality ring spun cotton which is vat-dyed yarn to mitigate sun and chemical exposure. To counter linen-loss, Monarch Brands offers economical, smaller more economic offerings.



# FAQ: Selling Spa and Salon Towels

## Q: How are spa and salon towels typically sold?

The categories of towels bought by spas and salons are listed below. Each category consists of a range of sizes.

### Stylist Towels for Salons



#### Bleach Resistant Coral Fleece Towels

- 16" x 27" 12 packs of five
- Retailers have option of breaking the outer poly to sell each five pack individually (unique five & 10 pack UPC)

#### Bleach Resistant Microfiber Towels

- 16" x 27" - Six packs of 24
- Retailers have option of breaking the outer poly to sell each 12 pack individually (unique 12 & 24 pack UPCs)

#### Bleach Resistant 100% Cotton Towels

- 16" x 28" 12 dz/case
- Not retail-friendly- (i.e. no branded belly band)

## Note: Customers know what they need and will tell you.

Stylist and spa owners are familiar with cotton towels and may not know about new innovations in bleach safe microfiber and coral fleece towels. They will be interested to hear about new products, benefits, and pricing.

## Q: What is different about modern salon towels?

Spa and salon towels have evolved from old (stainable) cotton towels to new bleach blocking cotton and towel fabrics that offer durability, absorbency, style, and a better experience for the client while elevating salon appearances. The reason these towels are so resistant to bleach and chemicals because they are Vat dyed by a special process called "IN" dying. Indanthren dyed towels can be washed at maximum temperature (212°F) without losing color and have a very high degree of color fastness. This is the reason we can pour a cup of bleach on our towels and not stain them.



Our bleach resistant towels (left) vs. standard cotton towels (right) when exposed to bleach.

## Q: What are fabric options for salon and spa towels?

**Cotton bleach-resistant salon towels** are a good bleach safe option, although they are not as soft as microfiber terry or plush coral fleece towels and take a little longer to absorb liquids. They come from natural materials and are biodegradable.

**Microfiber bleach-resistant terry salon towels**, made from polyester and polyamide, are highly absorbent, odor-resistant, quick-drying, and durable. They resist bleach and other hair processing chemicals, maintaining their bright colors and soft feel.

Softer and more plush than microfiber, **coral fleece bleach-resistant salon towels** are an odor-resistant, quick drying, high absorbency premium option in a long-lasting towel that provides a luxurious experience for salon guests. High-end salons and luxury spas and salons within exclusive membership clubs will appreciate the level of quality.



# FAQ: Selling Sheets and Bedding Textiles

## Q: How are textiles and sheets typically sold?

The categories of bed textiles and linens bought by hotels, motels, Bed & Breakfasts, Airbnbs, etc. are listed below. Each category consists of a range of sizes.



### Flat Sheets: 2dz/case

- King: 108" x 115"
- Queen: 90" x 115"
- Full: 81" x 115"
- Twin: 66" x 104"



### Fitted Sheets: 2dz/case

- King: 70" x 80" x 12"
- Queen: 60" x 80" x 12"
- Full: 54" x 80" x 12"
- Twin: 36" x 80" x 12"
- Twin XL: 39" x 80" x 12"



### Pillowcases: 6dz/case

- King: 42" x 46"
- Standard: 42" x 36"

## Q: What do customers want to hear when they're purchasing sheets?

Your buyers will tell you exactly what they need. They have three criteria that will determine whether or not you can service them. Their questions will be:

1. How much will it cost? (We are among the most competitive in the market.)
2. Are they in stock? We keep deep stock and a long pipeline to eliminate holes in your reorder schedule.
3. Can I get them fast? We ship within 48 hours.

## Q: What do I need to know about thread count in sheets?

Thread count is simply the number of threads or strands woven together in a single square inch of fabric. It's important to know that multiple factors determine the quality of the finished fabric.

A high thread-count made from a quality fiber, like long-staple cotton, will yield a high-quality sheet that feels nice against one's skin. An inferior fiber must be doubled or tripled to make it into a high thread count which won't change the feel of the fiber, which may be scratchy or stiff and less durable.

Attention must be paid to all variables that go into the final sheet, like types of cotton or manufactured fibers, whether it is single or multi-ply thread, etc.

- Institutional Operations with tighter budgets, such as hospitals and prisons, opt for sheets with thread counts ranging from T130 to T180.
- Luxury hotels and exclusive residences choose higher quality sheets with thread counts ranging from T300 to T600, as they prioritize quality and performance.

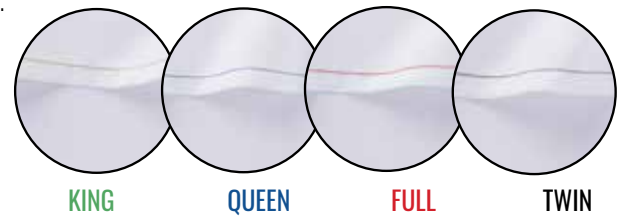


# FAQ: Selling Sheets and Bedding Textiles

## Q: What features are important for institutional sheets?

The features below increase value for buyers.

- Color-coded hem threads to easily identify the sheet sizes save time and labor costs.
- Deeper fitted sheets fit more beds and are easier on housekeepers' backs.
- Cotton/poly blend fabric reduces wrinkling and creasing, saving time in laundry.
- Strength and durability to withstand extensive laundering and turnover.
- Carton-packed and guest-ready.
- In stock and ready to ship quickly.



## Q: What are some customer objections and how do I overcome them?

Thread count is simply the number of threads or strands woven together in a single square inch of fabric. It's important to know that multiple factors determine the quality of the finished fabric. A high thread-count made from a quality fiber, like long-staple cotton, will yield a high-quality sheet that feels nice against one's skin. An inferior fiber must be doubled or tripled to make it into a high thread count which won't change the feel of the fiber, which may be scratchy or stiff and less durable. Attention must be paid to all variables that go into the final sheet, like types of cotton or manufactured fibers, whether it is single or multi-ply thread, etc.

- **Quality or durability concerns:** Emphasize the superior quality and durability of our institutional bedding textiles. Explain the specific features that contribute to their longevity, such as higher thread count, reinforced stitching, or premium fabric materials.
- **Cost-related objections:** Our prices are highly competitive within the industry. We design our sheets with durability, ease of use, and longevity in mind to save your customers money on replenishing their supply.
- **Stock and fulfillment concerns:** We maintain an extensive pipeline of incoming product to avoid holes in their replenishing plan.
- **Fast shipping concerns:** We commit to fast shipping — within 48 hours.

# FAQ: Selling Tablecloths and Napery

## Q: How are tablecloths and napery typically sold?

The categories of table linens and napkins sold in the foodservice industry are listed below.



### Tablecloths • Black & White

#### Square/Rectangular

2dz/case - 6-piece inner

- 42" x 42"
- 52" x 52"
- 62" x 62"
- 72" x 72"
- 85" x 85"
- 52" x 114"

#### Round:

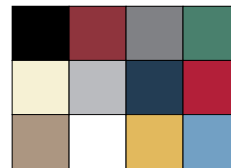
1 dz/case - 4-piece inner

- 108"
- 120"
- 132"

### Spun Poly Napkins:

12 colors - 25dz/case

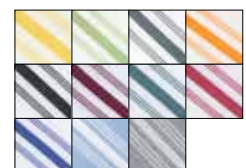
- 20" x 20"



### Bistro Napkins:

13 colors - 25dz/case

- 18" x 18"

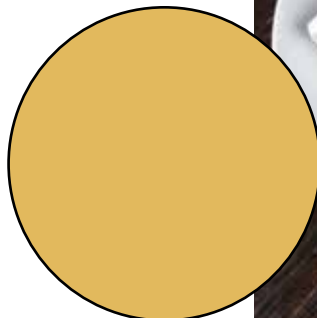


## Q: How do I sell table linens?

Your buyers will be hotel chains or independent hotels, event venues, private clubs with fine dining restaurants, and bistros, as well as commercial laundries who service these businesses. Tablecloths and napery are a commodity. Foodservice establishments, event venues, private clubs and commercial laundries that buy them require fast service as this is a high volume/high turnover item for them. Dining establishments are intertwined with the commercial laundry industry, which relies on successful restaurant growth to maintain their business and grow. Dining establishments either buy their own table linens and send them out to be laundered or rent linens from a commercial laundry.

## Q: What is the standard construction for table linens and napkins?

For the Mariposa Table Linens Collections, spun poly was blended with spun poly filament to yield an economic mid-range material that mitigates color fading. It is wrinkle resistant and repels stains for easy laundering. Our solid napkin collection is made by the same process for consistency. This fabric blend is extra durable for long-lasting table linens.



# FAQ: Selling Tablecloths and Napery

## Q: What are features that make this line better?

Using independent labs, we tested Mariposa Linen, Milliken, and Pinnacle to understand more about how solid spun poly napkins wear over time. We outperform the other leading manufacturers in:

- **Dimensional stability to commercial laundering** — if it remains proportional after washing.
- **Tensile strength** — the resistance of the material to tearing when pulled with force.
- **Color fastness to crocking** — how much color transfers from the cloth to other surfaces by rubbing.
- **Pricing** — we beat their prices.
- **Matching aprons are available** — add-on upsell



Solid spun poly 20" x 20" napkins are a staple item for all restaurant laundries. Made with 6.4oz spun poly, our route-ready napkins are truck-to-table, eliminating the need to pre-wash and sort.

If every U.S. consumer used

# 1 LESS PAPER TOWEL

a day, we could save

# 571,230,000

pounds of paper towel waste.



Premium quality 7oz yarn-dyed spun poly striped bistro napkins are absorbent with excellent soil and stain release. This 18" x 22" napkin with hemmed edges provides ample surface area and is soft on the hands and faces of guests.

## Q: What other spun poly lines do we carry.

Functional and economical, our bib and waist aprons are made from the same spun poly material as our solid napkins and table linen in the same factory. This way we are able to provide an all-in-one matching foodservice program

Benefits of instituting an apron program in restaurants:

- An apron provides a barrier between the server's clothing and the food they are serving, helping to keep their clothes clean and free from damage.
- Restaurant work involves handling food, which can carry bacteria. An apron helps to maintain hygiene by preventing food and other debris from coming into contact with the server's clothing.
- Wearing an apron is part of the standard dress code for servers, and it helps to create a professional appearance.



### Spun Poly Bib Aprons

- 30" x 33" - nylon ties
- 6.4oz spun polyester
- Four dozen per case
- No pockets
- Available in four colors



### Spun Poly Waist Aprons

- 12" x 26" - nylon ties
- 6.4 oz spun polyester
- Four dozen per case
- Three pockets
- Available in four colors

